

## LOKESH KHANDELWAL

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### Key Skills

Dealer Management

Business Development

Strategic Sales

Training & Development

Strategic Alliances & Partnerships

Retail Finance

Special Projects

Brand Management

Product Management

**SALES / MARKETING / BUSINESS DEVELOPMENT / STRATEGIC MARKETING**  
Strengthening companies to lead in competitive markets with comprehensive knowledge of automotive industry  
Location Preference: RAJASTHAN



### Profile Summary

- ▶ Enterprising leader with **over 2 Years** of success in evaluating client requirements & delivering solutions to **Sales, Marketing, Business Development and market strategy** environment with automobile industry
- ▶ Explored business opportunities with capability of building high-performance teams and developing successful new markets that enables higher-margin revenue
- ▶ Proficiently managed major sub-dealers & branches of the region with focus on increasing business by providing them complete strategic and operational assistance
- ▶ Adaptable with a commendable path of professional development with promotions, awards & recognitions throughout career
- ▶ Goal-oriented with innovative ideas to attain business objectives



### Career Timeline

ITL LTD. As A Field Officer In  
Strategy Marketing Deppt. In  
Jodhpur, Bikaner, Kushinagar,  
Palanpur, Dhanera

March'20 To Yet

Oct'18 To March'20

TAFE LTD. AS FIELD OFFICER  
IN BUNDI, KOTA, JHALAWAR,  
JALORE

### Education

- ▶ B.Tech(MECHANICAL ENGINEERING)from ACEIT, Jaipur(RTU,KOTA) in 2018 with 69.9%
- ▶ Senior secondary from S.S. Jain Subodh, Jaipur with 67%
- ▶ Secondary from SDBS, Jaipur with 62%



## Work Experience

### Deputations Handled:

- **Field Officer**  
( Strategy Marketing )

- **Field Officer**  
( Sales and Marketing )

### Since March'20 with International Tractor Ltd.

#### Regions Worked Upon:

- Jodhpur, Bikaner (Raj.), Palanpur, Dhanera (Gujrat), Kushinagar(U.P.)

#### Key Result Areas:

- Exploring Marketing Strategy of Competition Dealer
- Survey of Competition dealership for their views of ITL tractor
- Analysis of ITL Dealer SWOT
- Analysis of Mechanics specialization in open market and their views
- Survey with ITL and Competition C
- Conceptualizing innovative promotions to enhance brand visibility in coordination with the marketing team & external agencies
- Building product visibility, reviewing & interpreting market response to facilitate product improvement towards the growth of the organization
- Identifying & improving low market share clusters based on RTO data

### Since Oct'18 with TAFE Limited

#### Regions Worked Upon:

- Rajasthan (Bundi, Kota, Jhalawar, Jalore)

#### Key Result Areas:

- Exploring potential business avenues & managing direct sales operations for achieving the business target
- Establishing dealer growth models to frame dealer and network performance targets
- Building marketing platforms and assisting marketing teams
- Conceptualizing innovative promotions to enhance brand visibility in coordination with the marketing team & external agencies
- Working on TAFE Sales Management System (TPMS), Demand Planner and so on
- Building product visibility, reviewing & interpreting market response to facilitate product improvement towards the growth of the organization
- Liaising with bankers to obtain retail finance for products along with reduction in retail cycle time
- Identifying & improving low market share clusters based on RTO data
- Tracking & enhancing lead conversion with proper team handling
- Introducing challenging competitions such as Open Challenges, Demonstrations and so on to foster a dynamic and competitive working environment

#### Corporate achievement's :

- Gained **9.8% Delivery Market share** in BUNDI, RAJASTHAN District from 7.5% Market share of total district industry (April18-November19).
- Established MF7250 Series in Khanpur (Jhalawar) and Bundi District.
- Project Sampark,MID,Sampark meet & Demonstration successfully executed in Bundi, Kota, Jhalawar, Jalore and to drive out numbers.
- As a field officer till now done 260+ Actual activities out of this delivered 160+ tractors through these activities
- Scouting of New dealer (Kota) and TTS of Bundi with Help of TM and AM



## Academic Achievement

- Overall Champion award in Auto India Racing Championship Go – kart event.
- 1<sup>st</sup> Auto Cross and Skid Pad winner award in GO – Karting at India level
- Mr. Designer of the year award 2018
- Guinness book of the world record in longest contra chain 2012



## Technical Training

- 45 Working Days Practical Training from Super thermal power plant, Kota
- 24 month practical worked for IAC motors as a Sen. Designing Engineer
- 3 Days training workshop of IC Engine in IIT Delhi by Robosapiens



## IT SKILLS

● Skilled in MS Word, Excel, PowerPoint, Internet and E-mail Applications



## Personal Details

**Date of Birth:** 17<sup>th</sup> Oct 1997

**Languages Known:** English, Hindi & Rajasthani

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